



TORONTO'S MOST DIVERSE ARTS AND CULTURE DISTRICT

Bloor St. West, Toronto, Canada

www.BloorStCultureCorridor.com

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THE BLOOR ST. CULTURE CORRIDOR IS A CONSORTIUM OF 22 OF TORONTO'S MOST DYNAMIC ARTS AND CULTURAL ORGANIZATIONS

- Alliance Française de Toronto
- Bata Shoe Museum
- A Different Booklist Cultural Centre
- Gardiner Museum
- Hot Docs Ted Rogers Cinema
- Istituto Italiano di Cultura
- The Japan Foundation
- Miles Nadal Jewish Community Centre
- Museum of Estonians Abroad
- The Music Gallery
- Native Canadian Centre of Toronto
- The Randolph Centre for the Arts
- The Royal Conservatory of Music
- Royal Ontario Museum (ROM)
- Soundstreams
- Tafelmusik Baroque Orchestra & Chamber Choir
- Thomas Fisher Rare Book Library
- The Toronto Consort
- Toronto Reference Library
- University of Toronto Faculty of Music
- Women's Art Association of Canada
- 918 Bathurst Centre for Culture, Arts, Media and Education



THE BLOOR ST. CULTURE CORRIDOR

AN ARTS DISTRICT

The Bloor St. Culture Corridor is Toronto's most diverse arts and culture district.

Bloor St. Culture Corridor organizations present arts and cultural events for the public year-round in destination venues located in a cluster along a vibrant stretch of Bloor Street West.

In 2016, the Bloor St. Culture Corridor's area of Bloor St. West was designated an official City of Toronto cultural corridor.

A CONSORTIUM OF ARTS & CULTURE ORGANIZATIONS

The Bloor St. Culture Corridor is a true creative cluster, a collaboration, a network, and a partnership. Formed in 2014, it is a consortium of some of Toronto's most dynamic arts and culture organizations that came together to create the Bloor St. Culture Corridor.

CULTURAL EXPERIENCES

Uniquely Torontonians in cultural richness, diversity, and community, the Bloor St. Culture Corridor offers extraordinary cultural experiences easily accessible along Bloor St. West: museums, film screenings, art exhibitions, music concerts, culture talks, theatre, architecture, and opportunities to experience some of Toronto's most accessible cultural diversity, including Aboriginal, French, Jewish, Estonian, Italian, Japanese, African and Caribbean arts and culture.

A NEIGHBOURHOOD

The Bloor St. Culture Corridor encompasses three major Toronto neighbourhoods; the Annex, University of Toronto, and Yorkville, and includes 5 major Toronto Transit (TTC) subway stations. Each of these neighbourhoods is an ecosystem of residents, arts and culture, retail, restaurants and cafes, and business. Torontonians and visitors to the city can easily take public transit to get to the Bloor St. Culture Corridor, and walk from a museum to an afternoon art talk or exhibition, shop, have lunch or dinner, and enjoy a concert or film.



THE BLOOR ST. CULTURE CORRIDOR SPACES & VENUES

1 Cinema Theatre (Hot Docs Ted Rogers Cinema)

4 Museums (Bata Shoe Museum, Royal Ontario Museum, Gardiner Museum, Museum of Estonians Abroad)

5 Concert Halls (Jeanne Lamont Hall, Koerner Hall, Mazzoleni Concert Hall, Walter Hall, MacMillan Theatre)

5 Performance Theatres (Toronto Reference Library, Randolph Centre for the Arts, Spadina Theatre at Alliance Francaise, Royal Ontario Museum, Al Green Theatre at Miles Nadal Jcc,)

11 Multi-Purpose Event Spaces (918 Bathurst, Native Canadian Centre, Gardiner Museum, Bata Shoe Museum, Istituto Italiano, Temerty Theatre at The Royal Conservatory of Music, Museum of Estonians Abroad, Japan Foundation, Toronto Reference Library, Miles Nadal Jcc, A Different Booklist Cultural Centre)

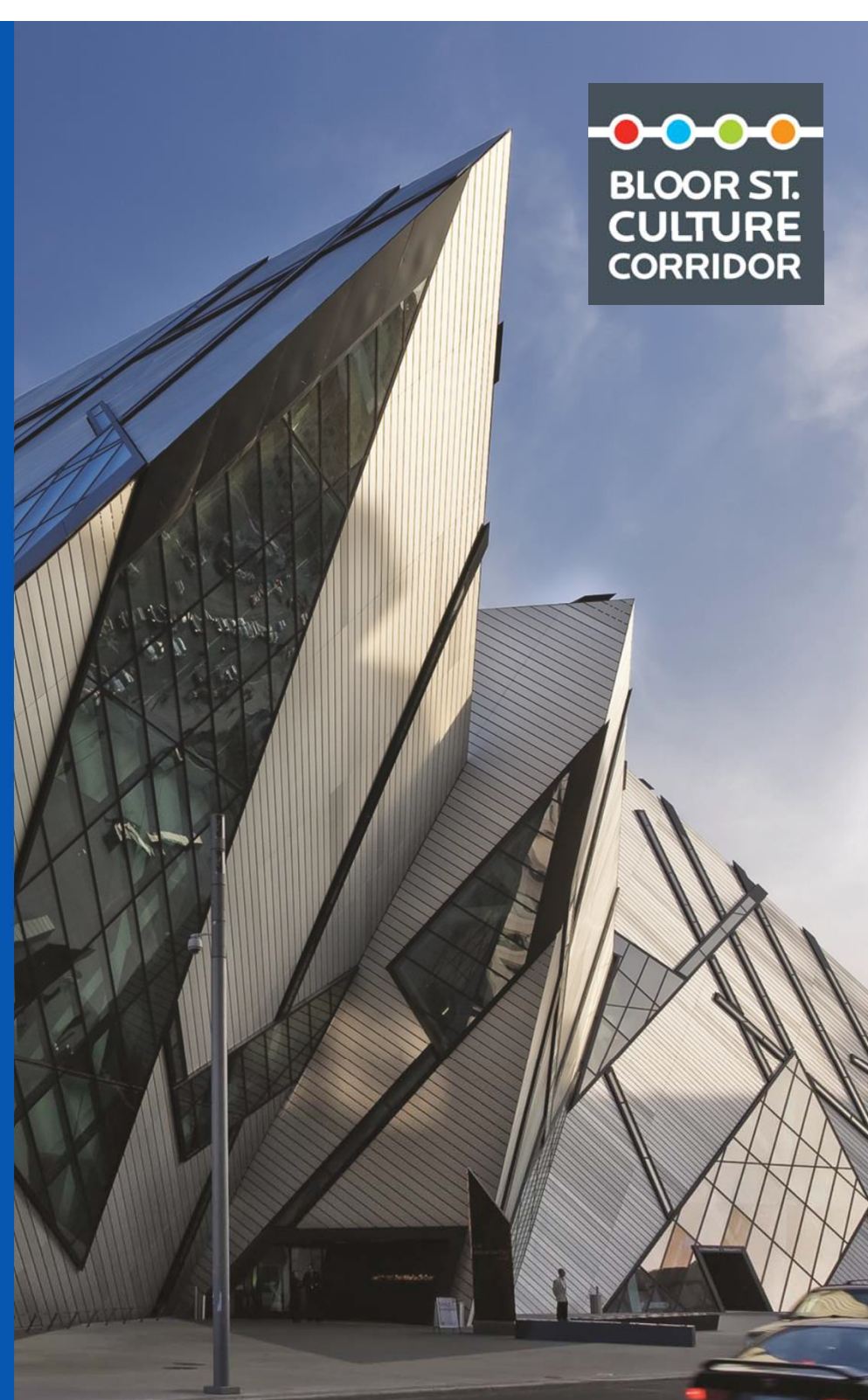
6 Art Galleries, not including museums (Alliance Francaise, Japan Foundation, Istituto Italiano, Miles Nadal Jcc, 918 Bathurst, Women's Art Association, Toronto Reference Library)

6 Libraries (Toronto Reference Library, Alliance Francaise, Japan Foundation, Royal Conservatory of Music, Thomas Fisher Rare Book Library, University of Toronto Faculty of Music)

6 Gift Shops or Book Stores (Native Canadian Centre, Gardiner Museum, Bata Shoe Museum, Royal Ontario Museum, Alliance Francaise, A Different Booklist Cultural Centre)

Arts Education Classes, Courses, Lectures & Workshops (ALL Bloor St. Culture Corridor organizations)

Language and Culture Education (Native Canadian Centre, Miles Nadal Jcc, Alliance Francaise, Istituto Italiano, Japan Foundation)



THE BLOOR ST. CULTURE CORRIDOR IMPACT

More than three million members of the public go to Bloor St. Culture Corridor arts and culture destinations, and attend exhibitions, performances, and events, each year.

Bloor St. Culture Corridor organizations generate more than \$629,500,000 in economic impact each year.

Bloor St. Culture Corridor organizations employ 5,500 culture workers in the city of Toronto.



THE BLOOR ST. CULTURE CORRIDOR

- Has a powerful collective voice, that is inclusive of, and to benefit, each of our cultural organizations and the collective whole
- Was successful in having the Bloor St. Culture Corridor designated an official City of Toronto cultural corridor
- Was successful in advocating for Cultural Corridors to be included in the City of Toronto's *TOcore: The Downtown Plan*
- Has developed positive working relationships with local City Councilors, BIAs, residents associations, U of T, City of Toronto Economic Development & Culture, City Planning, North American Cultural Diplomacy Initiative (NACDI), and others
- Has formed a community of amazing people!



THE BCC BENEFITS THE CITY OF TORONTO

Contributing to the profile, economic value, and vibrancy of arts in our city

Raising profile of Toronto internationally

Provides a collective voice advocating for arts issues and value

Provides a unique model of partnership and collaboration

THE BCC BENEFITS OUR CULTURE WORKERS AND OUR ORGANIZATIONS

Is a forum for collaborative relationships and partnerships

Is a network of resources for insight, learning, and professional development

Fosters audience development cross-pollination between organizations

Provides meaningful and beneficial connections

Contributes to visibility, profile-raising, and promotion

Enables people and orgs to be part of something bigger, including community building and sector strengthening

THE BCC BENEFITS TOURISTS, LOCAL RESIDENTS, AND LOCAL BUSINESSES

Established and promotes the Bloor west area as an arts and culture destination

Highlights the unique range, quality, and diversity of cultural experiences in the area

Plays a collaborative leadership role in the vitality of the Bloor St. West neighbourhood and the City of Toronto



BLOOR ST. CULTURE CORRIDOR STRATEGIC PRIORITIES 2019 – 2021

1. Further Develop and Leverage the Value of the BCC Network

- Connections and relationships
- Partnership and collaboration
- Professional development and insights
- Collectively address common issues
- Information and knowledge-sharing

2. Raise Profile, Influence, and Discoverability

- Profile and audience development for each organization
- Collective cluster marketing, communications, and events
- Place-based branding
- Arts sector advocacy
- Promote, advocate for, and knowledge-share the BCC model
- Participate in meetings and events that raise BCC profile

3. Build Capacity & Sustainability

- Resources, human and financial, to enable BCC activity now and in the future



BLOOR ST. CULTURE CORRIDOR FAQ

What is the BCC? How does it work?

The organizations of the Bloor St. Culture Corridor are the Bloor St. Culture Corridor. The Bloor St. Culture Corridor is a consortium of cultural organizations located on Bloor St. West (or within 2 blocks north/south), between Bathurst and Yonge Streets. The organizations work as a collective in order to benefit the whole group. There is no separate administrative association or organization. Each organization contributes time, effort, and expertise, based on interest and availability, for the benefit of all.

What are the BCC's guiding principles?

- Every BCC organization is equal in the consortium.
- Every organization has something unique to offer others and the collective whole.
- Projects and initiatives are to benefit each of our organizations and the collective whole.

How is the BCC staffed?

There are no full time paid employees. Bloor St. Culture Corridor overall coordination and administration is managed by Heather Kelly at The Royal Conservatory of Music. BCC communications are managed by Tim Crouch at Soundstreams. A complete list of Leadership Council members, Project Chairs/Co-Chairs, and collaboration leaders, can be found at www.BloorStCultureCorridor.com.

Is there a BCC office?

No, the Bloor St. Culture Corridor does not have an office. Projects and groups are coordinated by various BCC people from their own organization's workspaces.



BLOOR ST. CULTURE CORRIDOR FAQ

How often do BCC organizations meet?

The Leadership Council meets quarterly. Our Programmers, Curators and Artistic Directors meet in person twice per year and have a #Slack group to propose programming partnership opportunities any time. Leaders of The Awesomeness Initiative meet quarterly. Project team members meet as needed.

How is the BCC funded?

The BCC is an extraordinary model of culture district - as we are a consortium and not a separate incorporated non-profit organization. It was created by the existing arts and culture organizations themselves. It was not created by a city and is not funded by the city at all (or any level of government, currently). Unfortunately, the Bloor St. Culture Corridor does not fit most government funders guidelines. We believe that new funding in Toronto and Canada is needed for operational support for this unique model of partnership, sector development, cultural cluster, and public district.

When government funding is obtained, one BCC organization is the lead applicant on behalf of all Bloor St. Culture Corridor partner organizations.

Currently, each Bloor St. Culture Corridor contributes an annual cost-sharing fee. This only covers communications costs (the website, brochure, emails, street banners, social media, and email communications).

How do I get the BCC to promote my arts and culture events taking place in the neighbourhood?

The Bloor St Culture Corridor promotes 250+ events every month that are presented by our consortium organizations. To have events promoted by the BCC, an organization must be part of the consortium or arrange an equal-value marketing exchange.



BLOOR ST. CULTURE CORRIDOR FAQ

How does my organization become part of the BCC?

The Bloor St. Culture Corridor is a consortium of partner organizations who all contribute time as well as finances. Each organization is expected to both contribute to, and benefit from, the partnership and being part of the network.

If you and your organization are interested in discussing further, please contact us at info@bloorstculturecorridor.com.

Does the BCC have a Passport-style program?

Though we discuss this idea regularly, the Bloor St. Culture Corridor does not currently have a passport program. It's a tricky thing to organize the logistics and manage the details equitably between 22 organizations, with 22 different ticketing systems, operational structures, with some organizations being seasonal, and many being free and open all the time. If you have a proposal for how it could work, and are interested in coordinating it, please let us know!

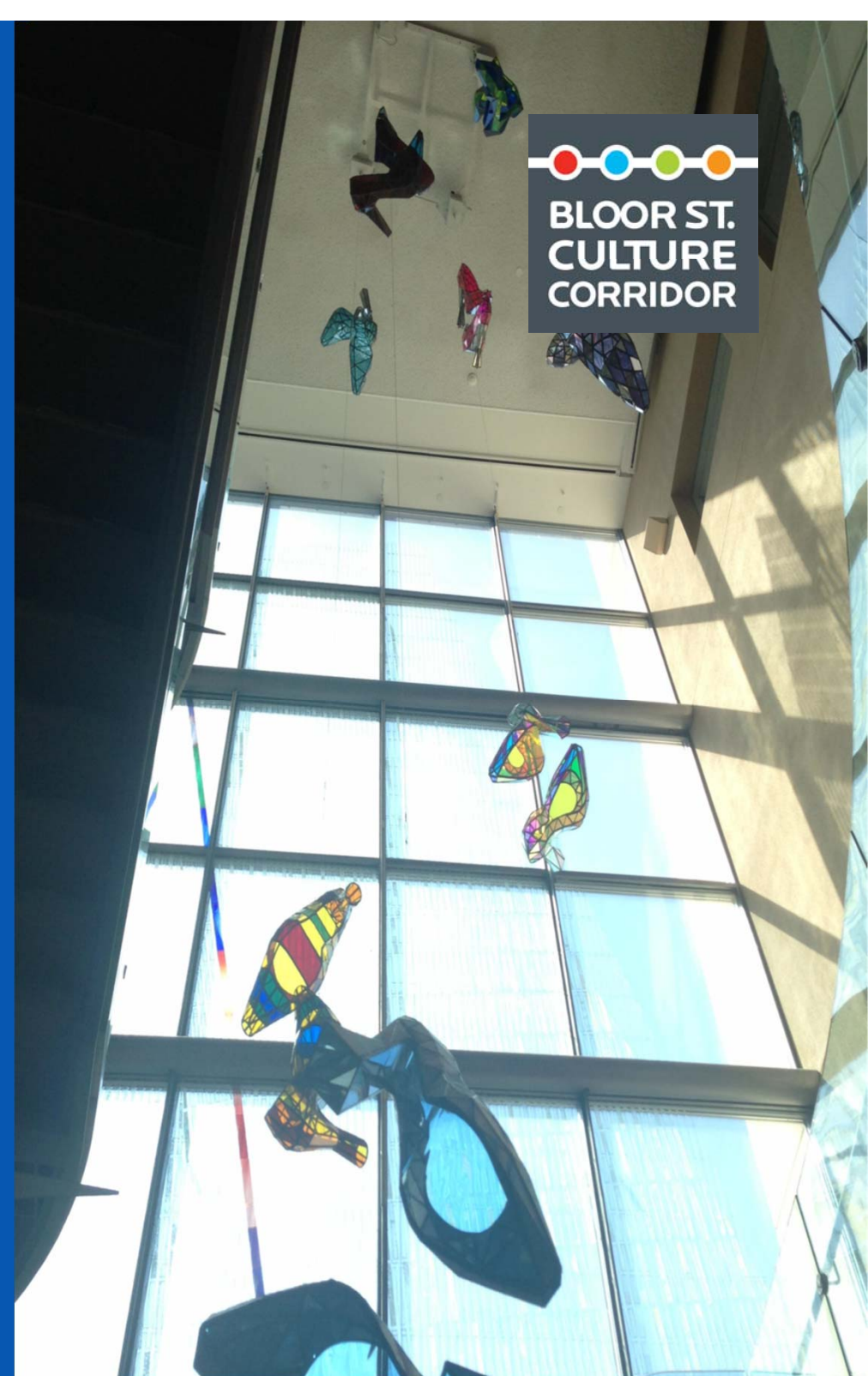
Does the BCC present a street festival?

The Bloor St. Culture Corridor does not present a street festival.

What is the main activity of the Bloor Street Culture Corridor?

We focus on:

- 1) Promoting and developing our culture district area, and attracting people to each of the more than 250+ arts and culture events taking place at BCC organizations every month, year-round.
- 2) Creating professional relationship, partnership, collaboration, and network development opportunities for people at our organizations.






**BLOOR ST.
CULTURE
CORRIDOR**

